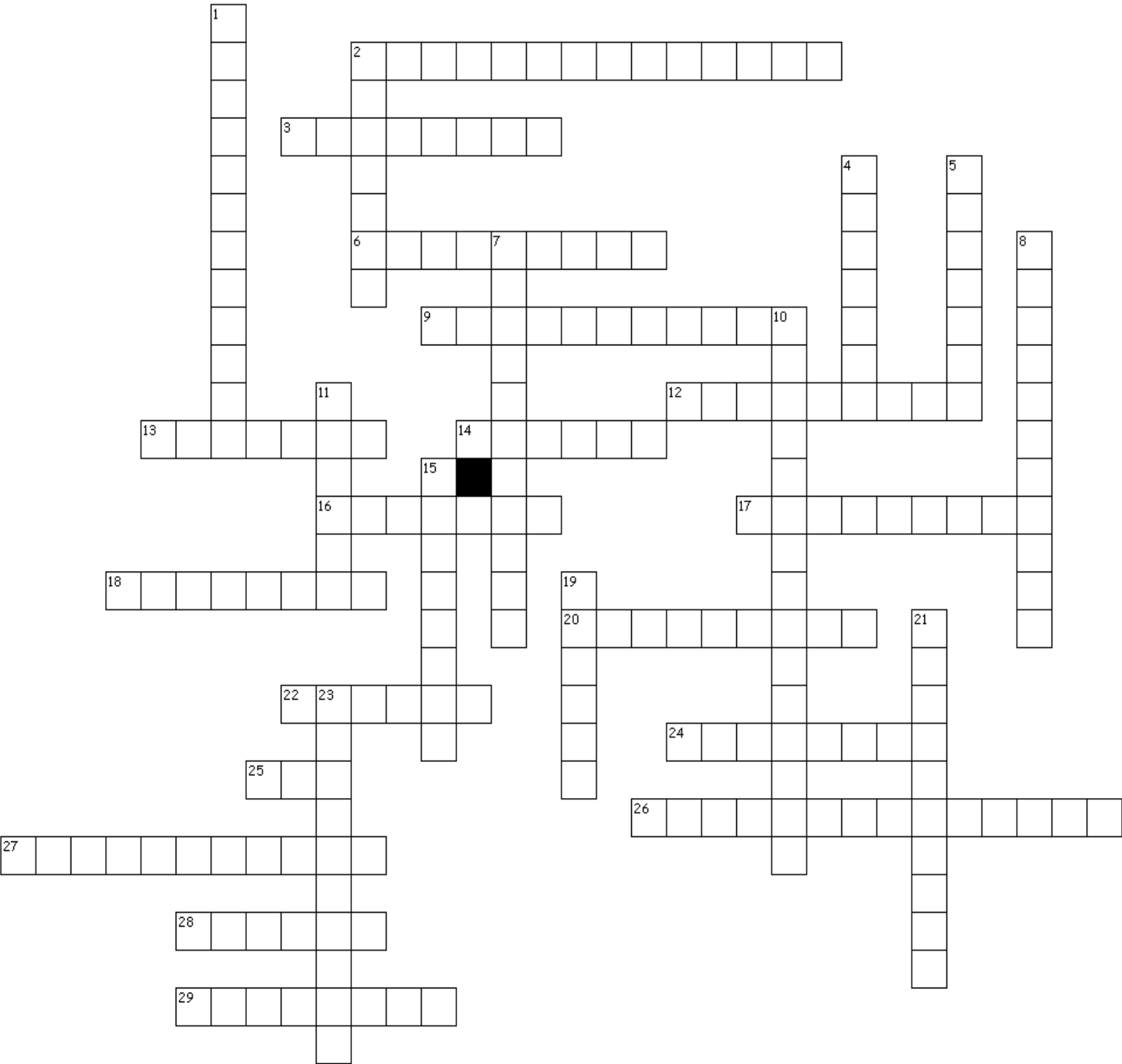


Standard 5 Crossword



Across

2. _____ includes activities other than advertising, personal selling, and publicity, that are designed to stimulate consumer purchases.
3. Fees retailers charge manufacturers for the privilege of obtaining shelf or floor space for a new product are called _____ allowances.
6. People tend to believe both good and bad publicity because they believe the media are _____.
9. Overly aggressive sales promotion can draw _____ into a price war, which reduces sales and profits for everyone.
12. _____ is any non-personal presentation of ideas, goods, or services that is not paid for by the company or individual which receives it.
13. A _____ is an item offered free or at a bargain price to encourage the consumer to buy an advertised product.
14. Publicity is intended to _____ not sell.
16. With high levels of sales promotion, customers do not develop brand _____ because they are enticed to purchase products that offer extra value to the brand.
17. Convenience cards entitle the customer to instant _____ at the check-out counter.
18. The way publicity is presented by the media is important to a business because the publicity may not reach the right _____.
20. _____ support publicity gained at stage events and may include a program or schedule of activities.
22. A disadvantage of publicity to a business is that the _____ may be wrong.
24. _____ encourage consumption of a product by creating consumer involvement.
25. When Exxon paid for and publicized its efforts to clean up the Valdez oil spill, it was trying to combat _____ publicity.
26. When a company puts an announcement in the local newspaper about its Employee of the Month, it is trying to foster good _____ within the company.
27. Sales promotion could be used to promote _____, self-service products, such as cereal, successfully.
28. When all _____ appear equal, sales promotion can be more effective than advertising in motivating customers to try a new brand or to select one brand over another.
29. A disadvantage of publicity for a business is that it is not usually _____.

Down

1. The most widely used PR tool is the _____.
2. It is said that publicity has no _____ because no one pays the media to present publicity.
4. Point-of-purchase materials are designed to build _____, exhibit and advertise products, and promote impulse buying.
5. _____ allowances are fees stores charge manufacturers to make room and set up displays for the featured product.
7. _____ offers package two or more products together for sale at a special price and are often used by food and drug marketers.
8. Publicity can reach a mass audience because people who pay no attention to _____ often follow the news.
10. With _____ premiums, the customer receives a gift with purchase but pays enough for the product that the seller breaks even.
11. A general guideline for a business to use in deciding what to publicize is to publicize activities that will interest the _____.
15. _____ is the most effective form of sales promotion for new products because it offers consumers a free trial in hopes of converting them to habitual use.
19. _____ are monetary inducements for retail salespeople to push the sale of particular products, such as a shoe salesperson offering shoe polish with a sale.
21. _____ are most frequently asked by businesses to present their publicity items.
23. A business might persuade the media to present a publicity item by calling the medium to obtain the name of a(n) _____ to whom the item should be sent.

Standard 5 Crossword Key

Across

- 2. Sales Promotion
- 3. Slotting
- 6. Objective
- 9. Competitors
- 12. Publicity
- 13. Premium
- 14. Inform
- 16. Loyalty
- 17. Discounts
- 18. Audience
- 20. Press Kits
- 22. Timing
- 24. Contests
- 25. Bad
- 26. Human Relations
- 27. Inexpensive
- 28. Brands
- 29. Repeated

Down

- 1. Press Release
- 2. Sponsor
- 4. Traffic
- 5. Display
- 7. Combination
- 8. Advertising
- 10. Self-Liquidating
- 11. Public
- 15. Sampling
- 19. Spiffs
- 21. Newspapers
- 23. Individual